
University Relations/Enrollment Management

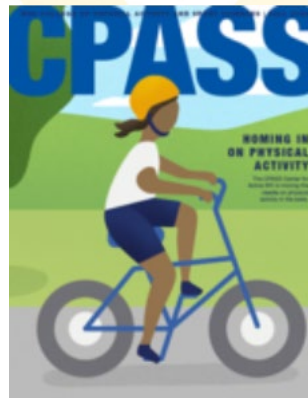
12-30-2020

2020 CPASS Alumni Magazine Survey Results

University Relations/Enrollment Management



CPASS ALUMNI MAGAZINE SURVEY RESULTS



December 2020



BACKGROUND AND OBJECTIVES

The College of Physical Activity and Sport Sciences (CPASS) decided to switch to a fully online/E version of the CPASS Alumni Magazine for the fall 2020 issue. The change was a cost-cutting measure dictated by COVID-19 related budget restraints at the University.

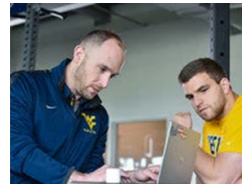
The College wants to ensure it is providing readers with information that is most important to them. Obtaining their feedback will help direct the vision of the magazine.

METHODOLOGY

An online survey was developed and emailed to approximately 7,200 magazine recipients – alumni, donors and friends of the College. The average open rate for these emails is 14%, so the margin of error at the 95% confidence level is based on 1,000 recipients. It's $\pm 7\%$.

College of Physical Activity and Sport Sciences Alumni and Friends: We want to hear from you!

Help us ensure the [CPASS Magazine](#) is keeping you updated on the information that is most important to you. Please take a few minutes to complete our [readership survey](#) and help us direct our vision for the magazine. In exchange for sharing your responses by December 21, we'll enter you to win one of five CPASS-themed gift bags.



Take the Survey

EXECUTIVE SUMMARY

Recipients of CPASS Magazine – alumni, donors and friends of CPASS – use a variety of sources to get College-related news. They most heavily rely on emails from the College or the CPASS Magazine for up-to-date information. Many also count on the WVU website for CPASS news, but to a lesser extent.

The CPASS Magazine does a very good job strengthening readers' connection to the College, as well as the University. The vast majority of readers, especially older ones, find the magazine very engaging and spend a considerable amount of time reading each issue. This can be attributed to the fact that all aspects of the magazine are perceived as well-executed.

	<u>Excellent/very good</u>
Ease of reading	89%
Photography	87%
Writing	87%
Cover	84%
Content	83%
Layout/design	83%

Readers also enjoy the variety of news featured in the magazine, with the most popular features being Faculty News, Alumni Diary, Around the College and The Last Word. When asked what readers like most about the magazine, many reiterated that they enjoy reading about alumni. In fact, overall comments suggest that readers cannot seem to get enough alumni news.

EXECUTIVE SUMMARY

Few suggestions were offered as to how the magazine can be improved upon. Again, most readers who offered ideas proposed that the magazine feature more alumni stories.

- Add more specific information about what alumni are leveraging their WVU education.
- Add more articles about how everyday alumni have used their education, had fulfilling careers and where they have worked.

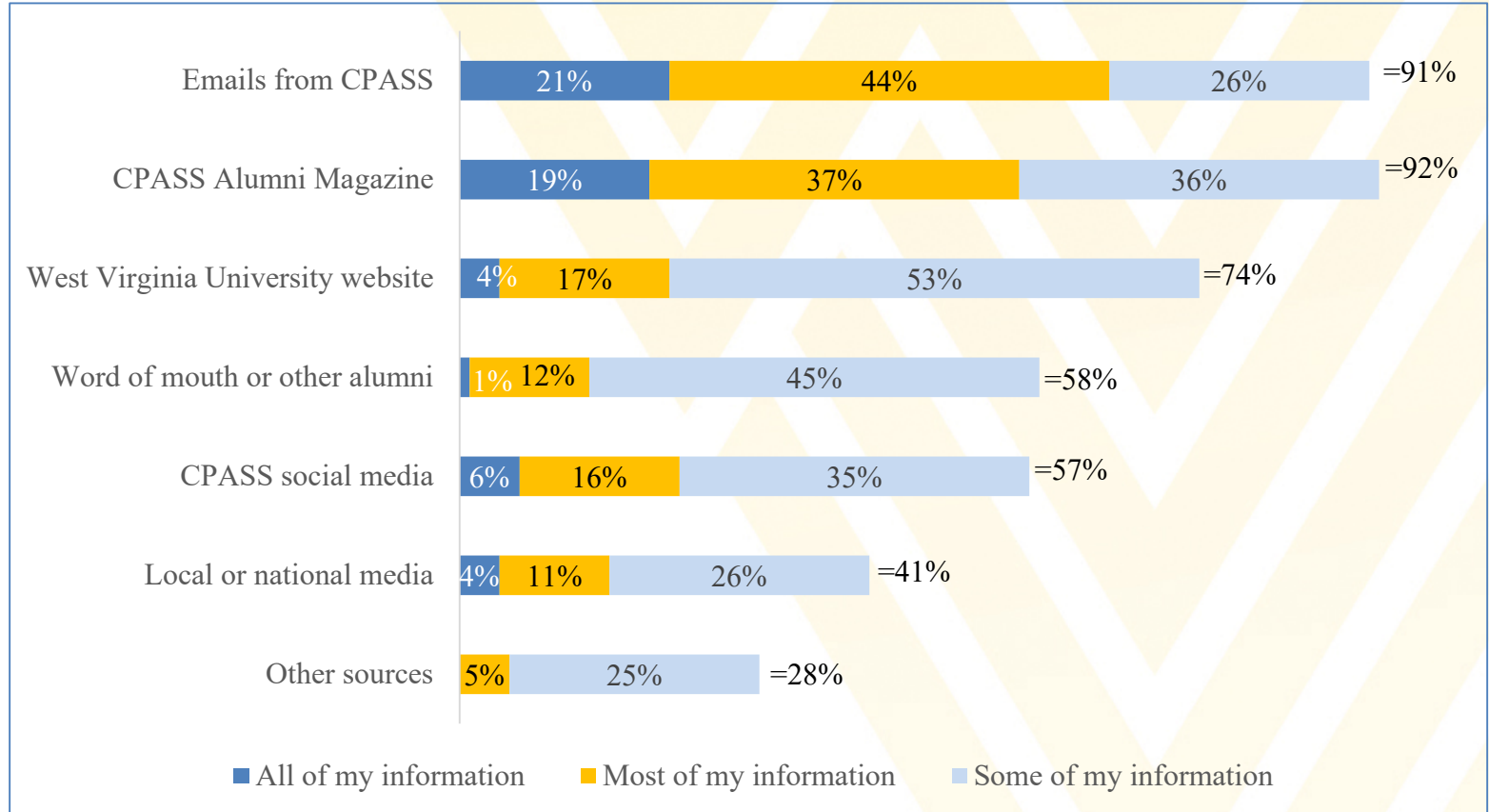


DETAILED FINDINGS



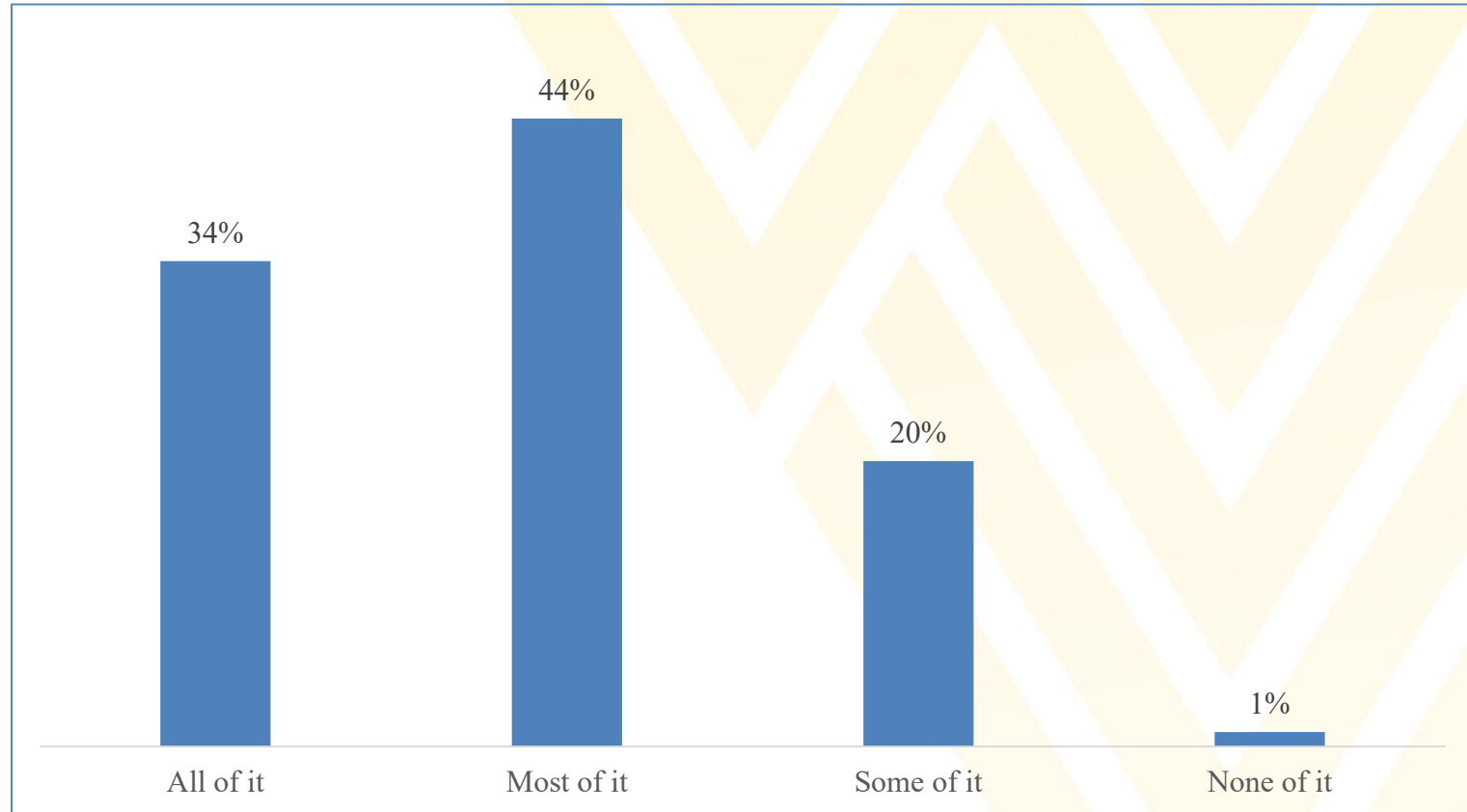
INFORMATION SOURCES

Readers get all/most of the news about CPASS through emails from the College (65%). Another 26% get some of their information that way. The alumni magazine is the second-most-important source of all/most of their information (56%). Nearly four in ten (36%) rely on the magazine to a lesser extent.



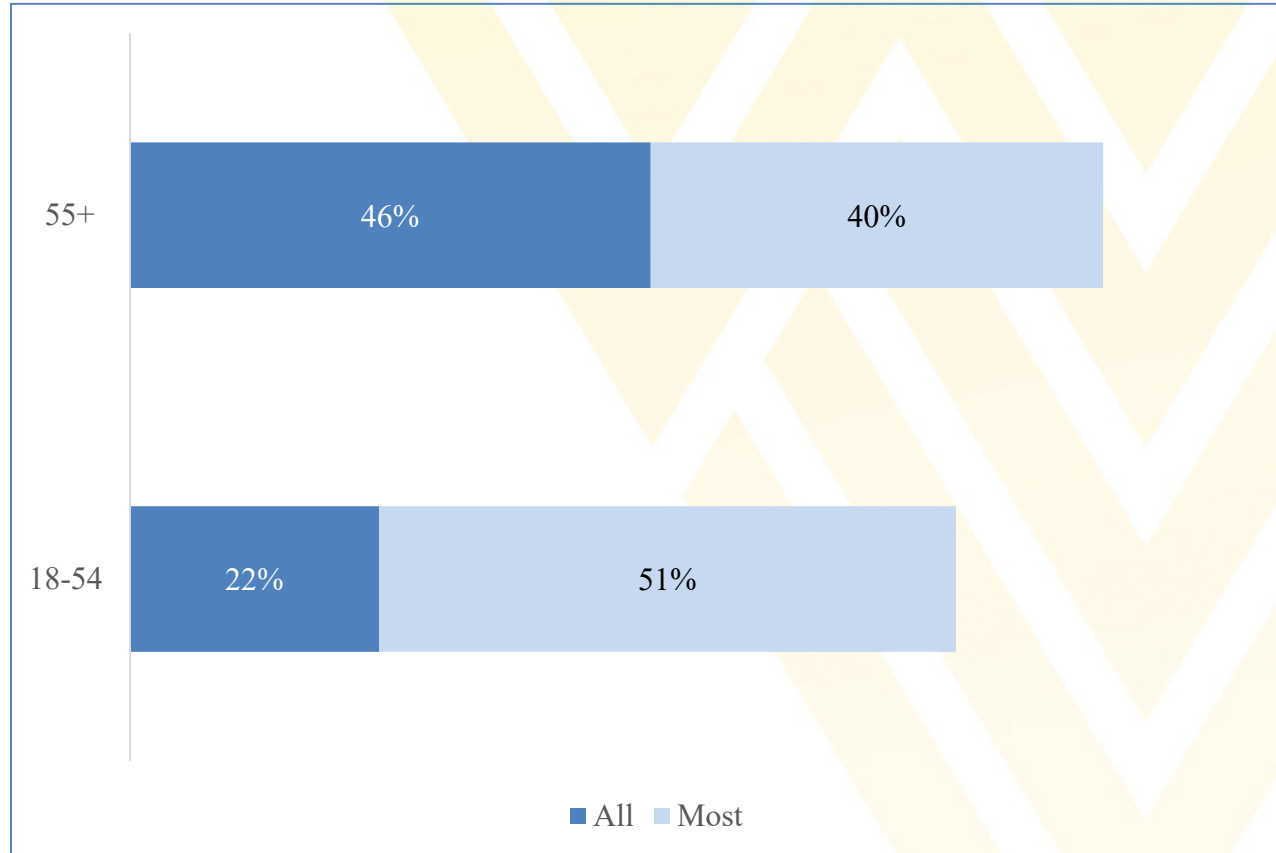
READERSHIP

About one-third (34%) acknowledged that they read all of the magazine. Another 44% said they read most of it. Two in ten (20%) read some of it, and only 1% said they typically do not read the magazine.



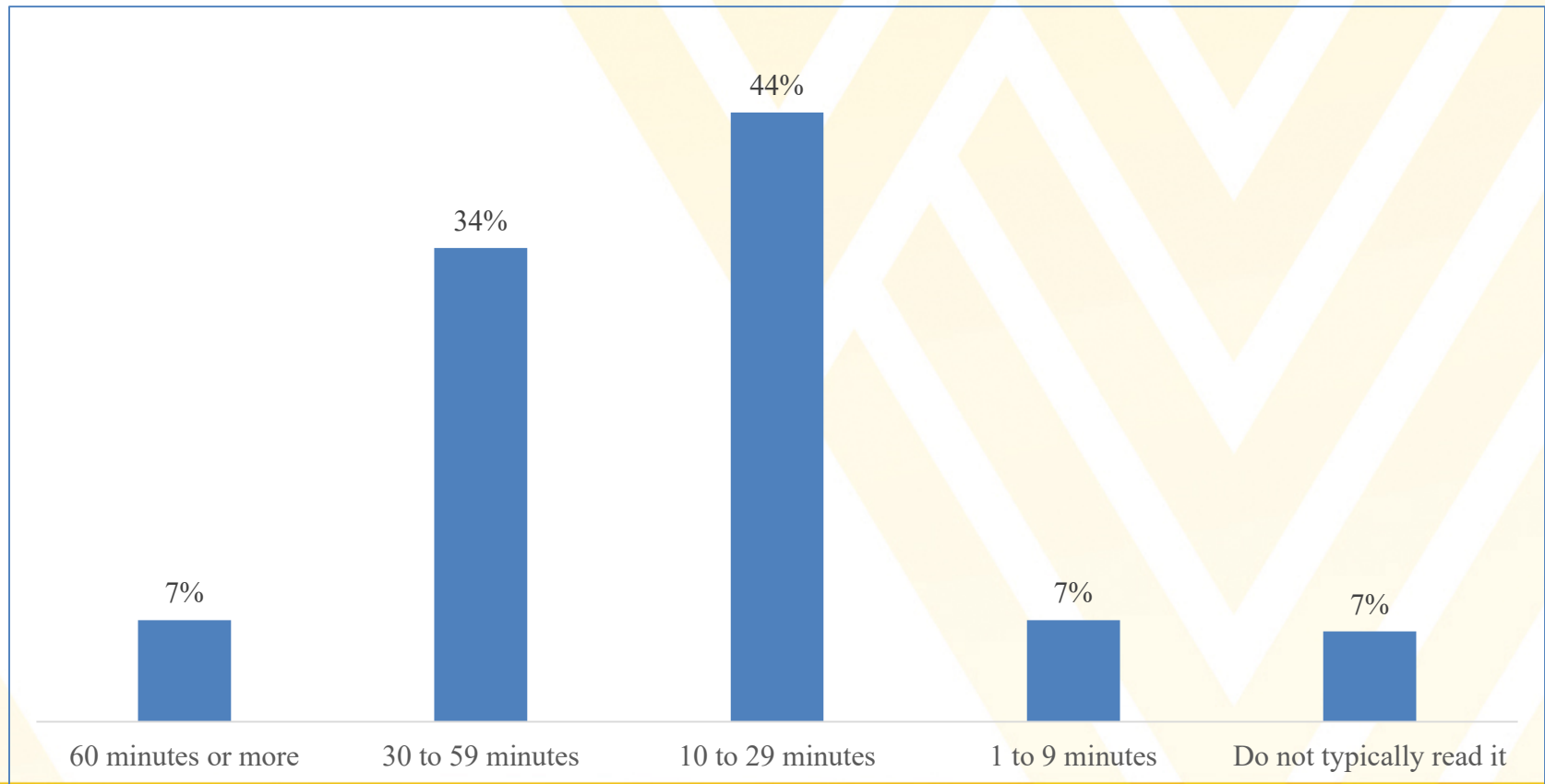
READERSHIP

Nearly nine in ten readers age 55 or older (86%) typically read all/most of the magazine. Far fewer younger readers (73%) read as much of each issue.



READERSHIP

The majority of readers (44%) spend 10-29 minutes reading the magazine. Another 41% spend at least one-half hour with it. On the other hand, 7% spend less than ten minutes reading it, and 7% typically do not read it at all.



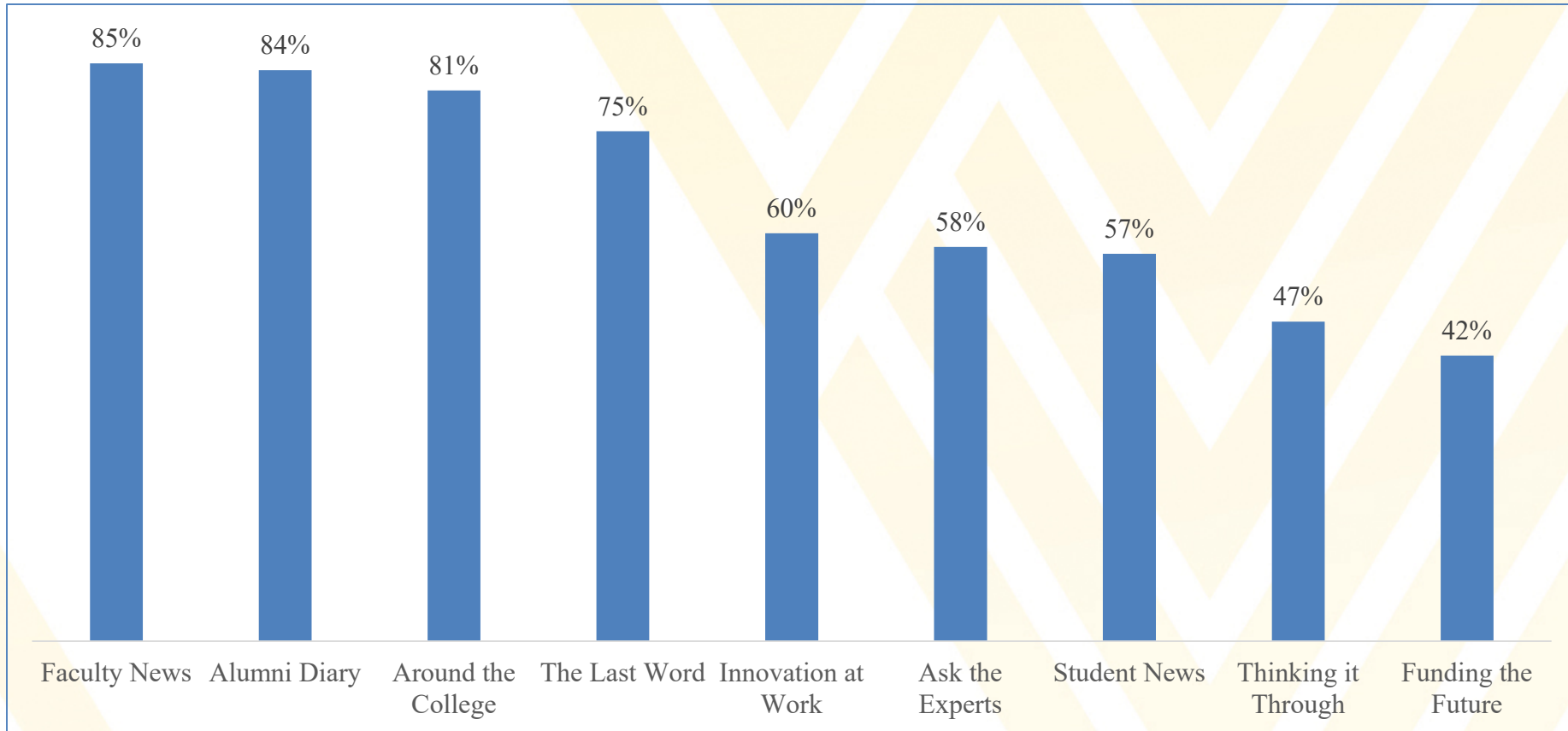
READERSHIP

Older readers typically spend more time reading an issue than younger readers.

	18-54	55+
Don't typically read it	9%	6%
1-9 minutes	11%	1%
10-29 minutes	54%	34%
30-59 minutes	20%	49%
60+ minutes	6%	10%

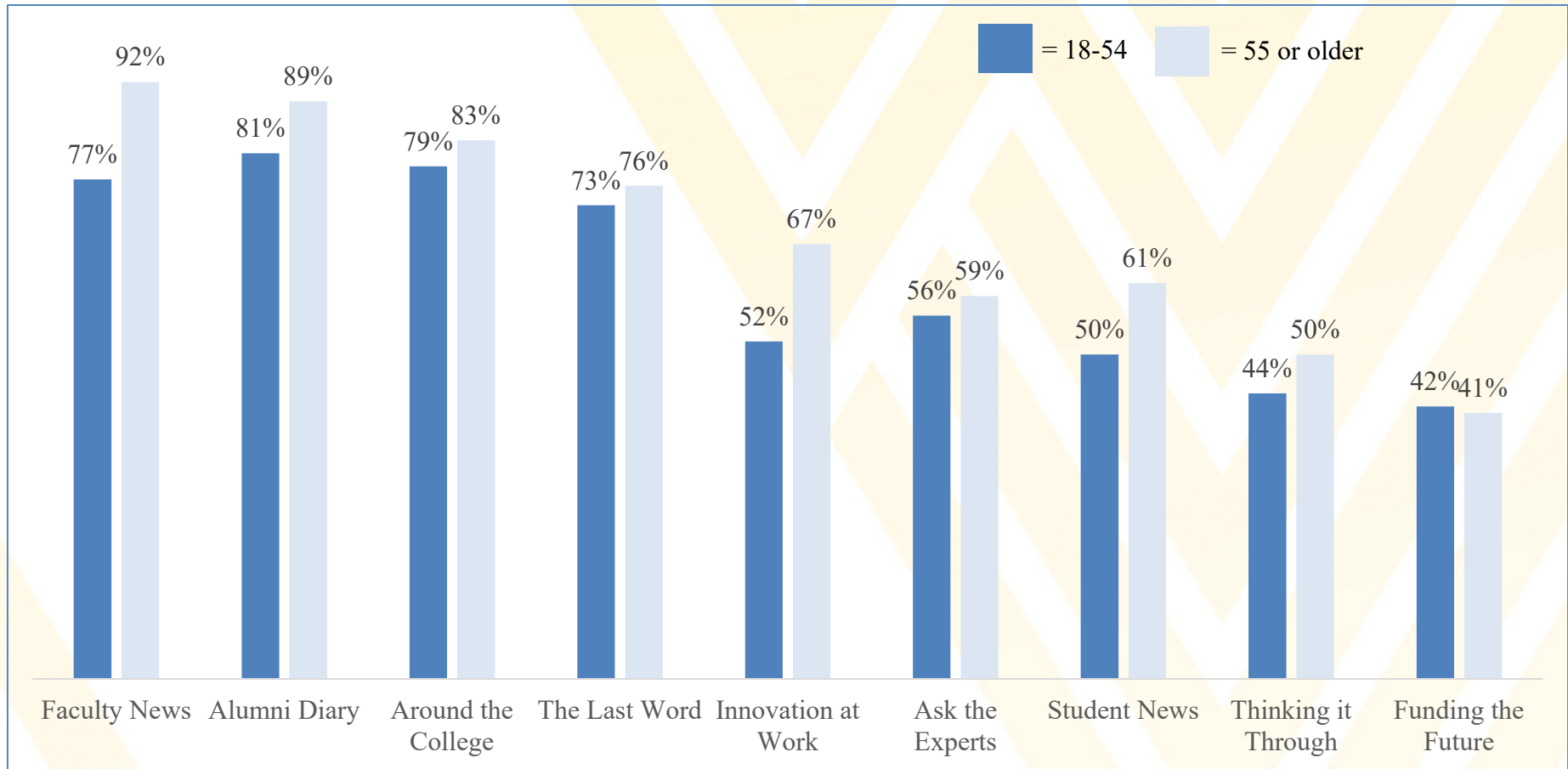
READERSHIP

The most read features are Faculty News (85%), Alumni Diary (84%), Around the College (81%) and The Last Word (75%). The least popular features are Funding the Future (42%) and Thinking it Through (47%).



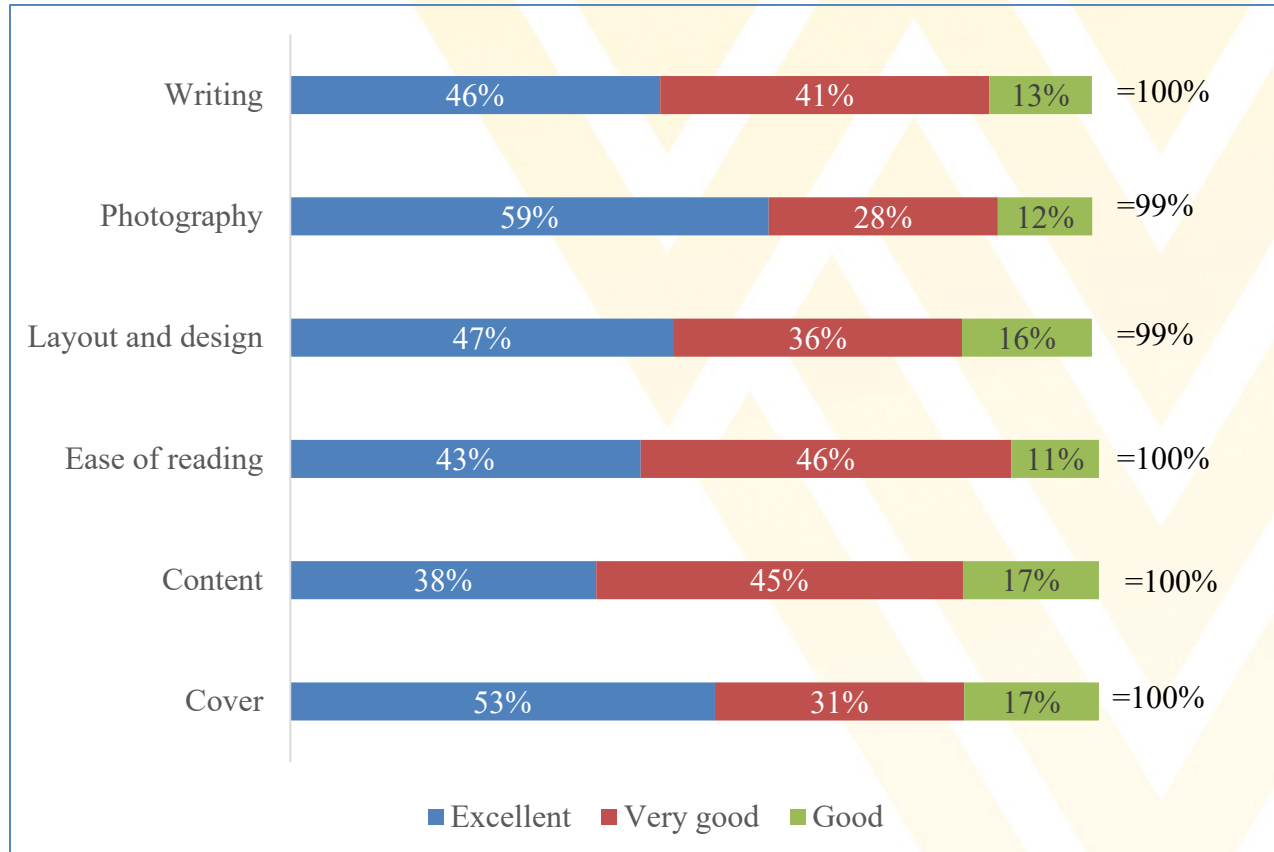
READERSHIP

Faculty News, Innovation at Work and Student News appear to be more popular with older readers.



SATISFACTION RATINGS

The magazine's photography (59%) and cover (53%) are thought to be "excellent." The layout and design (47%), writing (46%) and ease of reading (43%) are rated as highly. About four in ten (38%) feel the content is "excellent."





MOST-LIKED

ALUMNI NEWS (23 mentions)

"I really enjoy stories and successes of CPASS Alumni. Just enjoy catching up with what has been going on at CPASS and WVU since I live out of state."

"Honestly, just the fact that you have an alumni magazine is great. I appreciate the attempt from CPASS to stay connected with alumni. This doesn't happen at many schools and it is very difficult to locate graduates once they leave the university."

"Updates on alums and the interesting things they are doing in their chosen fields/pursuits."

KEEPS THEM CURRENT (23 mentions)

"Keeps me informed of the progress that CPASS has made over the decades. I graduated in 1978 and things have changed dramatically due to Dean Brooks."

"It keeps me up to date on issues regarding CPASS; programs, faculty, and students who are making a difference. It also keeps me informed of academia concerns."

CONTENT/VARIETY (9 mentions)

"It is very inclusive - breath of articles."

ADVANCES/INNOVATIONS (3 mentions)

"I love being able to see the new advances within and around CPASS!"



LEAST-LIKED

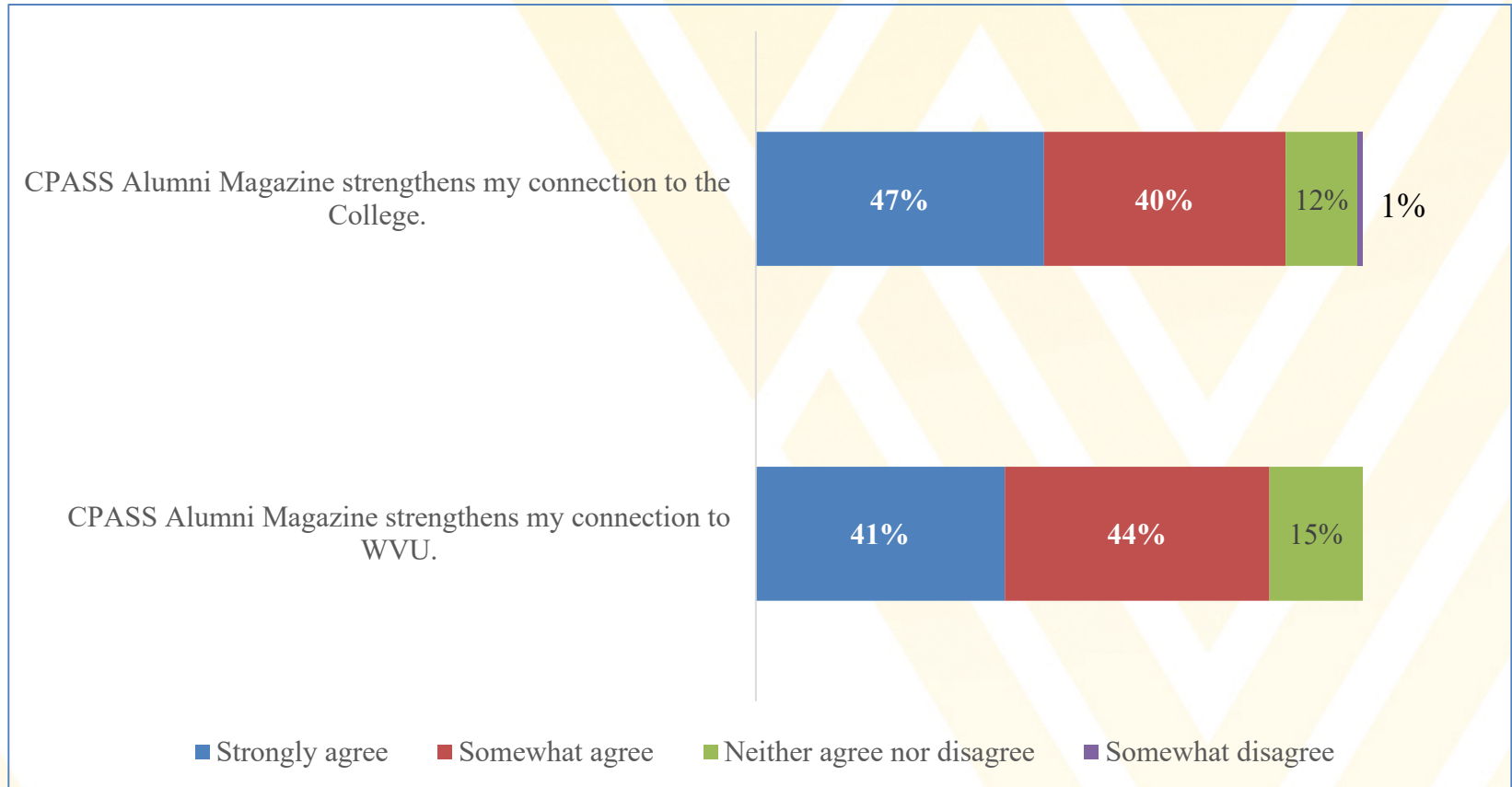
Few readers cited anything they dislike about the CPASS Magazine.

- It's online. (5 mentions)
- Increase its frequency. (4 mentions)
- Not enough variance in alumni stories. (3 mentions)

"I'd like to see stories about graduates who go about their work and have not been recognized for their work whatever that may be."

CONNECTIONS

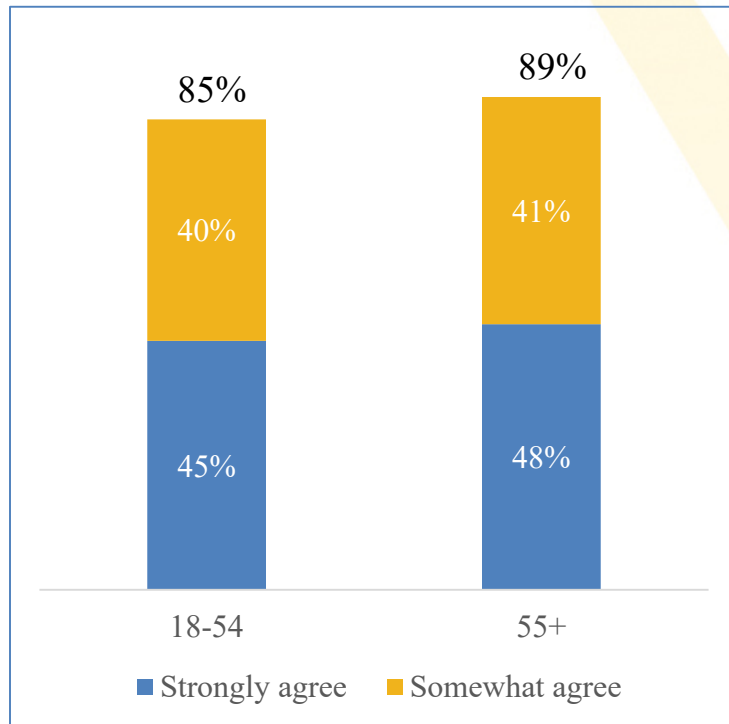
Nearly nine in ten believe to some extent that the CPASS Magazine strengthens their connection to the College (87%), as well as WVU (85%).



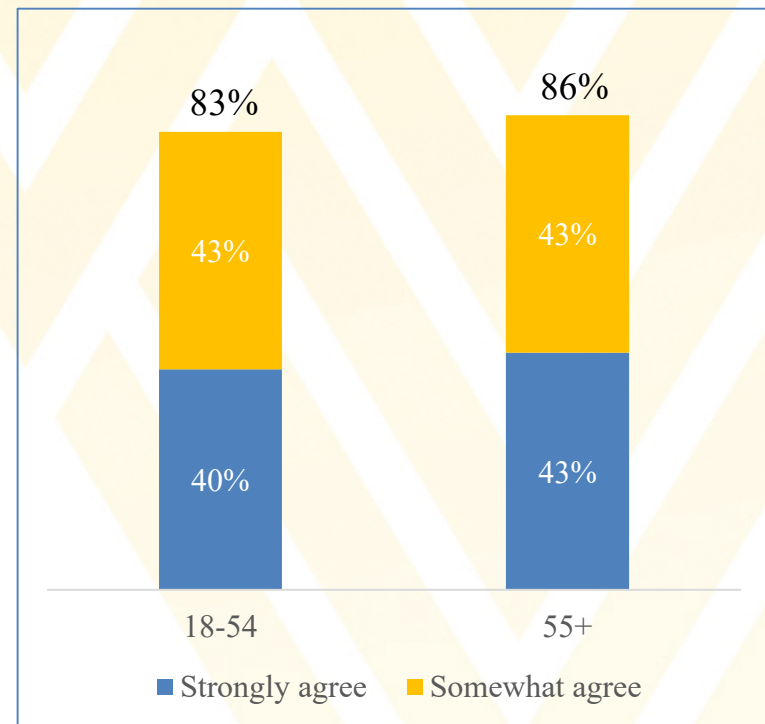
CONNECTIONS: BY AGE

Regardless of their age, the majority of readers believe the CPASS Magazine strengthens their connection to the College and WVU.

...to College



...to WVU





CONNECTIONS

Only those who feel that the CPASS Magazine does not keep them connected to the College or University were asked to explain their response. Here is that reader's explanation:

"I connect to my specific major, not the entire college. Since the magazine encompasses majors I don't seek information about what I'm looking for gets drowned out."



Q. How does the CPASS Alumni Magazine fail to enhance your connection to the College or the University?
Please be specific.

WEST VIRGINIA UNIVERSITY
UNIVERSITY RELATIONS

SUGGESTIONS FOR IMPROVEMENT

Few suggestions were made regarding how to improve the magazine. Most (5 mentions) advocate adding more news regarding alumni, including those who reside outside of the U.S.

Other miscellaneous comments include:

“I think a what are they doing now category and a mentor ship program for new grads and old.”

“Make it simple for people to find news, development, alumni, current student activities on their major..”

“I'd LOVE to see an alumni clothing order in a magazine! Maybe like one clothing order a year? I'd wear it all the time! :)”

“Articles regarding the school and its interaction and innovations with varsity athletics.”

“Would possibly benefit from a bit more faculty research focus piece.”

“I wish it had a section geared towards younger alumni (I graduated in May 2020).”

A few simply reiterated how much they enjoy the magazine.

“Keep up the good work.”

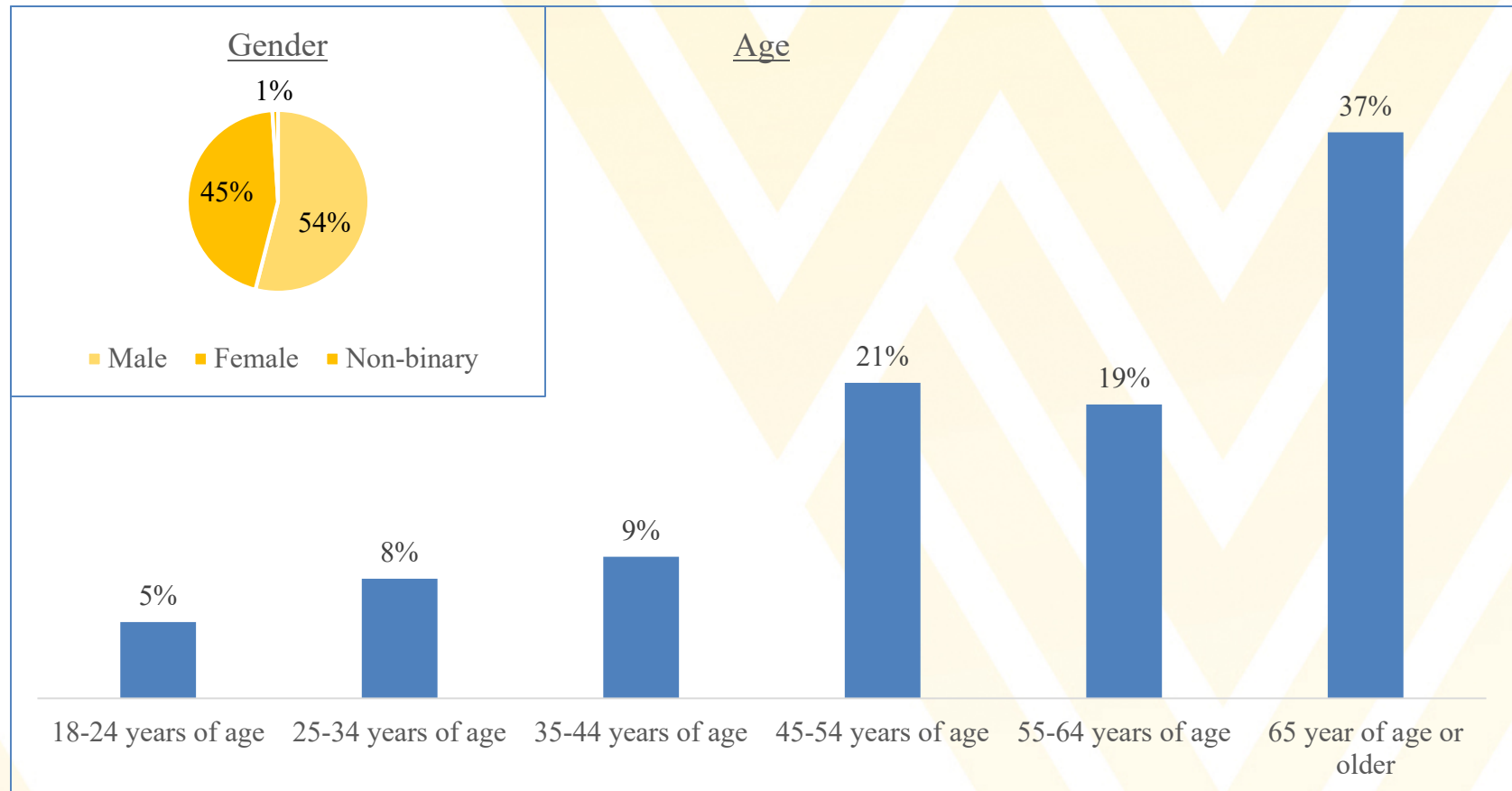
“It is great as it is.....very informative; professional; and easy to read.”



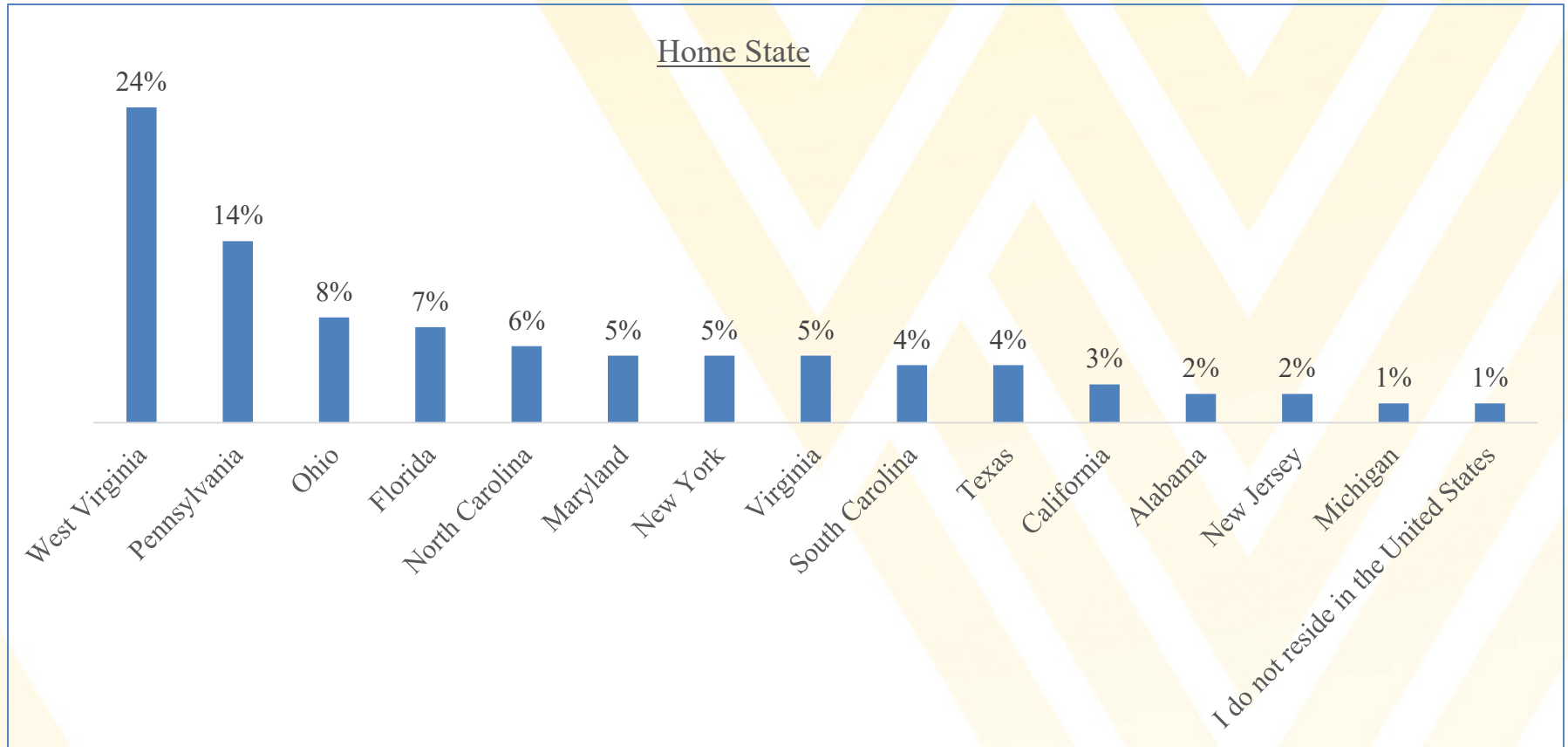
DEMOGRAPHICS



DEMOGRAPHICS



DEMOGRAPHICS



NOTE: Only states with at least two survey respondents are noted.